

Omni

Reduced carcinogens. Premium taste.

Home

Special Offers

Research

New

Discover how Omni's taste compares to the leading national brand.



The Situation

Six hundred smokers in ten major U.S. cities tasted the new Omni alongside the leading national brand. Smokers were only told they were trying two new cigarettes. Neither the brands nor the benefits were disclosed.

The Results

- Taste The taste of Omni was found to be as good as, if not better than, the taste of the leading national brand.
- Comparison to Smoker's Usual Brand Smokers rated Omni just as high as they rated the leading national brand when asked to compare each to the brands the testers currently smoke.
- Purchase Intent After smoking both Omni and the leading national brand in blind taste tests, smokers indicated that they would be just as likely to purchase Omni as they would be to purchase the leading national brand.

FAQs

Get answers to frequently asked questions about Omni cigarettes.

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* OMNI Kings and 100's: 15 mg. "tar," 1.0 mg. nicotine; Lights Kings and Lights 100's: 12 mg. "tar," 0.8 mg. nicotine; Ultra Light 6 mg. "tar," 0.5 mg. nicotine, av. per cigarette by FTC Method.

Reductions are in comparison to comparable styles of the leading brand.